

# CLUB BENSON & HEDGES

## TIMELINE

3/27-4/2

### GMR

Finalization of two Dallas opportunities (requires immediate discussion)

Security procured

Derse quote for remodeled kiosk forwarded to PM

Preliminary layouts for Houston International Festival and Westheimer Colony Festival

Procure outdoor carpeting - fire retardant

Scheduling of training - April 4 & April 5 from 6-9pm

~~split session to maximize attention/retention and allow for maximum attendance~~

Uniform procurement

Band identification and selection

Finalization of coupon information with LBCo

Revised timelines to PM

On-going, in-depth market research in CA, FL, St. Louis and Atlanta

• event schedules

• site checks

• coupons TBD in conjunction with finalization of event schedules

Tentative schedules to PM for major event approval in CA, FL, St. Louis and Atlanta

Training document

• Finalization of event agreements

• Finalize catering arrangements - dry foods at In'l

• Materials arrive in Houston from PM and GMR

• Support vehicle arrives in Houston (Sunday)

• *Revise '95 Budget*

**PHILIP MORRIS**

• *Revise Materials requirement/mkt*

*on bus?*

*LBCo*

*New*  
Coupon folders & coupons arrive in Houston

Decision regarding new kiosk required 3/29 to meet Houston deadline

*Legal*

Resolution of sampling issues in Houston

Information regarding "satellite" kiosk

• construction, budget, delivery, etc.

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# CLUB BENSON & HEDGES

## TIMELINE (CONT.)

4/3-4/9

### GMR

- Preferred schedules for CA, FL, St. Louis, and Atlanta due by 4/5 for preliminary approval
- Budget revision due by 4/5
- Permanent personnel arrive in Houston 4/2/95
- Video revision
- Staff training 4/4 and 4/5
- Re-stuffing of Tampa coupon folders (if arrive)
- All materials have arrived in market from GMR
- Inspection of all materials/warehouse finalized
- Houston events begin 4/8 (set-up 4/7)

- notify PM  
of missed deliveries  
by 4/5.

### PHILIP MORRIS

- Folders & coupons arrive in Houston
- All materials have arrived in market from PM

(Maria)

4/10-4/16

### GMR

- Houston events continue
- Finalize event schedule in CA

### PHILIP MORRIS

- ✓ Final market approval

4/17-4/23

### GMR

- Houston events continue
- Identify and initiate contact with warehousing facilities, sampling agencies, catering companies, security firms, coupon participants and entertainment sources - ongoing - to be revised by market, CA
- Collect bids from various agencies/vendors in CA
- Begin final site-checks in CA
- Begin contract finalization for CA

Folders  
mkt

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# CLUB BENSON & HEDGES

## TIMELINE (CONT.)

4/24-4/30

### GMR

- Houston events continue
- Develop transportation schedule for bus and support vehicle to CA
- Review and select CA sampling agency and catering company

5/1-5/7

### GMR

- Houston events continue
- Preliminary site layouts for CA developed

5/8-5/14

### GMR

- Close-out Houston warehouse
- Site layouts and contract finalized for CA

5/15-5/21

### GMR

- Secure warehouse space in CA
- Develop security and band schedule for CA
- Begin transportation of bus and support vehicle to CA

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